



ComEd Seeks the True Meaning of a Trade Ally

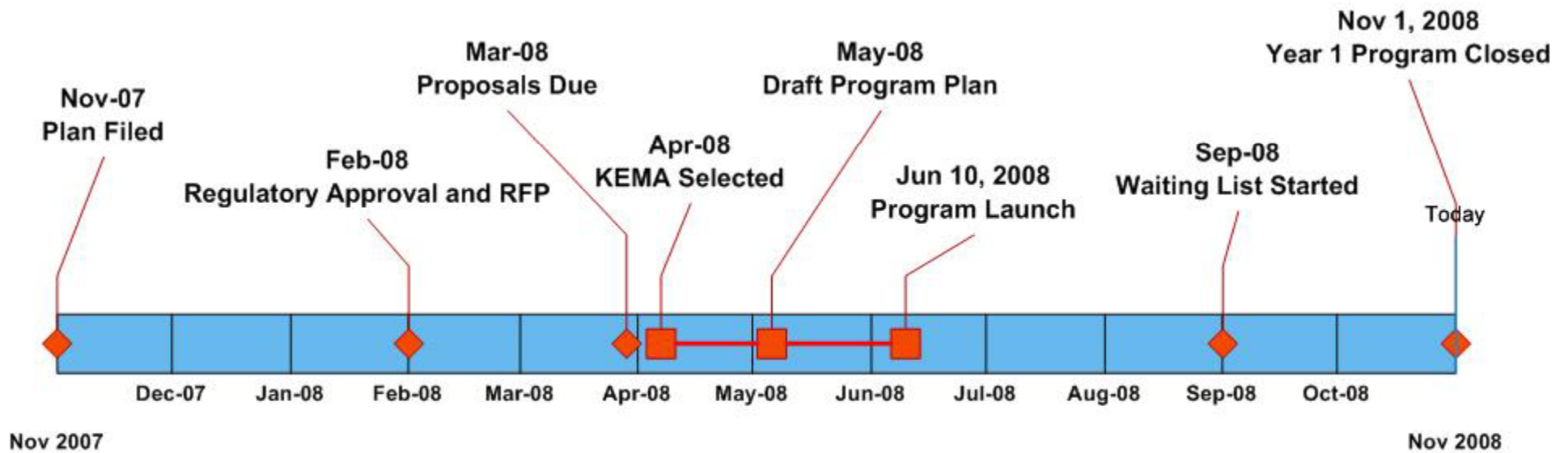
Erinn Monroe, LEED AP
January 28, 2009

ComEd Profile

- Energy delivery company
- 3.8 Million Customers
- 11,400-square-mile territory
- Northern 1/3 of Illinois including Chicago Metro Area
- 90,000 miles of power lines



Program Timeline



What Does Smart Ideas for Your Business Include?

- Incentive Programs
 - Prescriptive
 - Custom
- Data Services
 - Whole building energy data (ENERGY STAR)
 - Energy Insights Online
- Technical support
- New Programs
 - Retro-Commissioning (Jan 2009)
 - New Construction (June 2009)



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smart  ideas

smart  ideasSM
for your business

Marketing the Programs

- Primary outreach to the trades
 - Allies called months before programs launched
 - Very unfamiliar with how incentive programs work
- Limited customer/end user marketing
 - Primarily through account managers
 - Several kickoff events

Reaching out to trade allies



Trade Ally Workshops

- Four locations around the service territory
- Prior to launch
- 400 attendees from 300 companies
- Format: plenary session and technology-specific breakouts
- All marketing was done electronically
 - Listed on website
 - Emailed electronic invitations

Initial Trade Ally Reaction

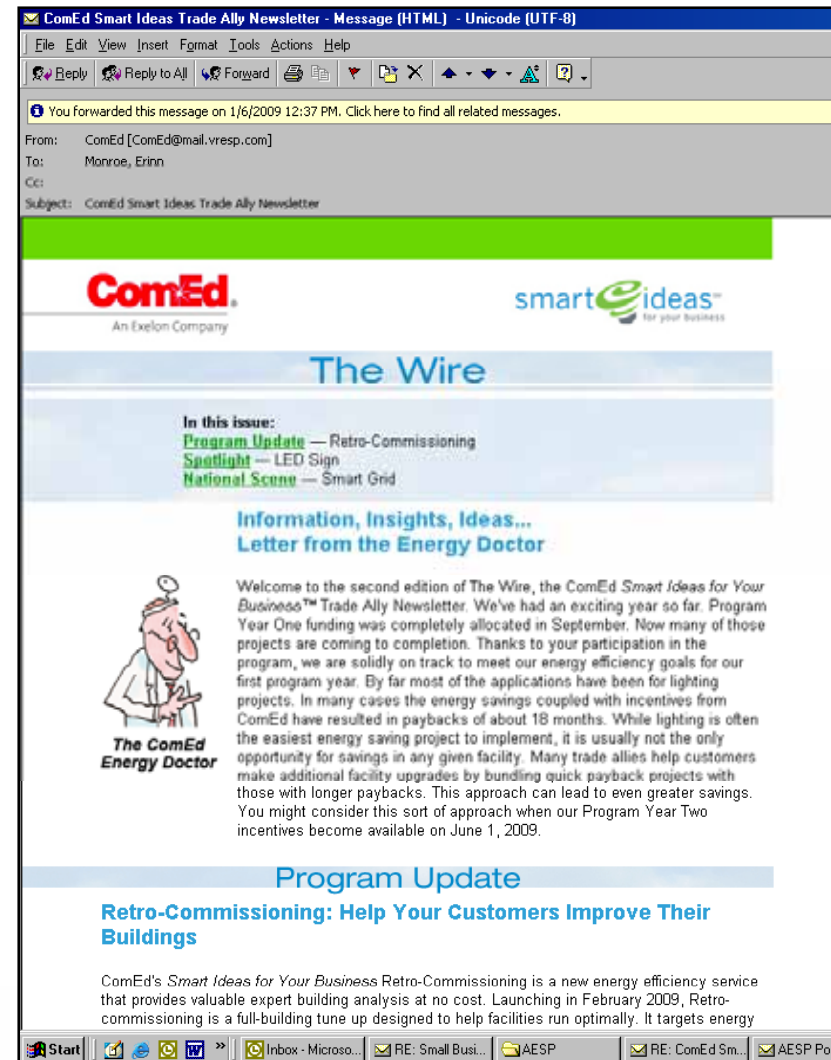
- Comments at the events
 - Concern over budget in relation to demand
 - Generally happy with incentive programs
- Post-event Surveys
 - 80% response rate
 - 98% said the workshops were helpful in understanding the programs
 - 95% would attend other technical trainings offered by the utility

ComEd Trade Allies

- Role
 - Primary channel to customers
 - Assist customers with application process
- Training and Requirements
 - Attend a Trade Ally Workshop
 - Fill out application
 - Provide References
 - ComEd does not endorse product or service provider
- Benefits
 - Affiliation with ComEd brand
 - Listing on website

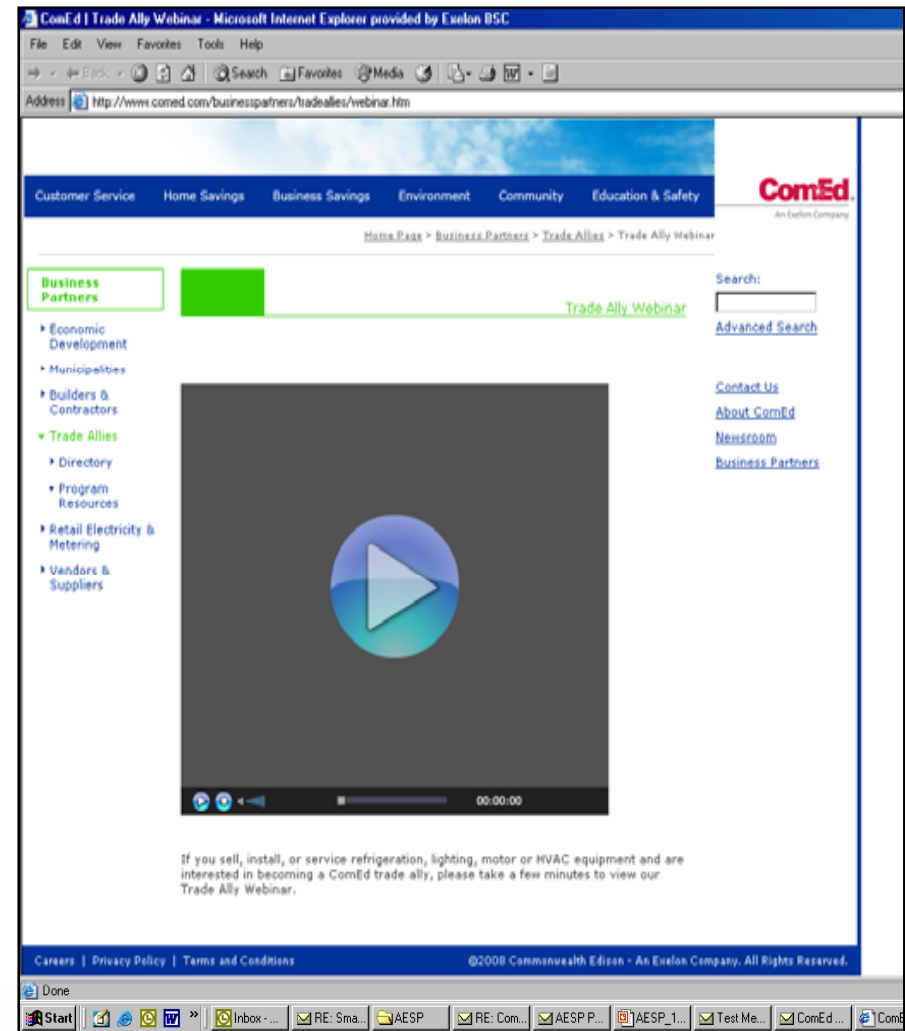
Ongoing Communication

- Trade Ally newsletter
 - Bi-monthly
 - Electronic



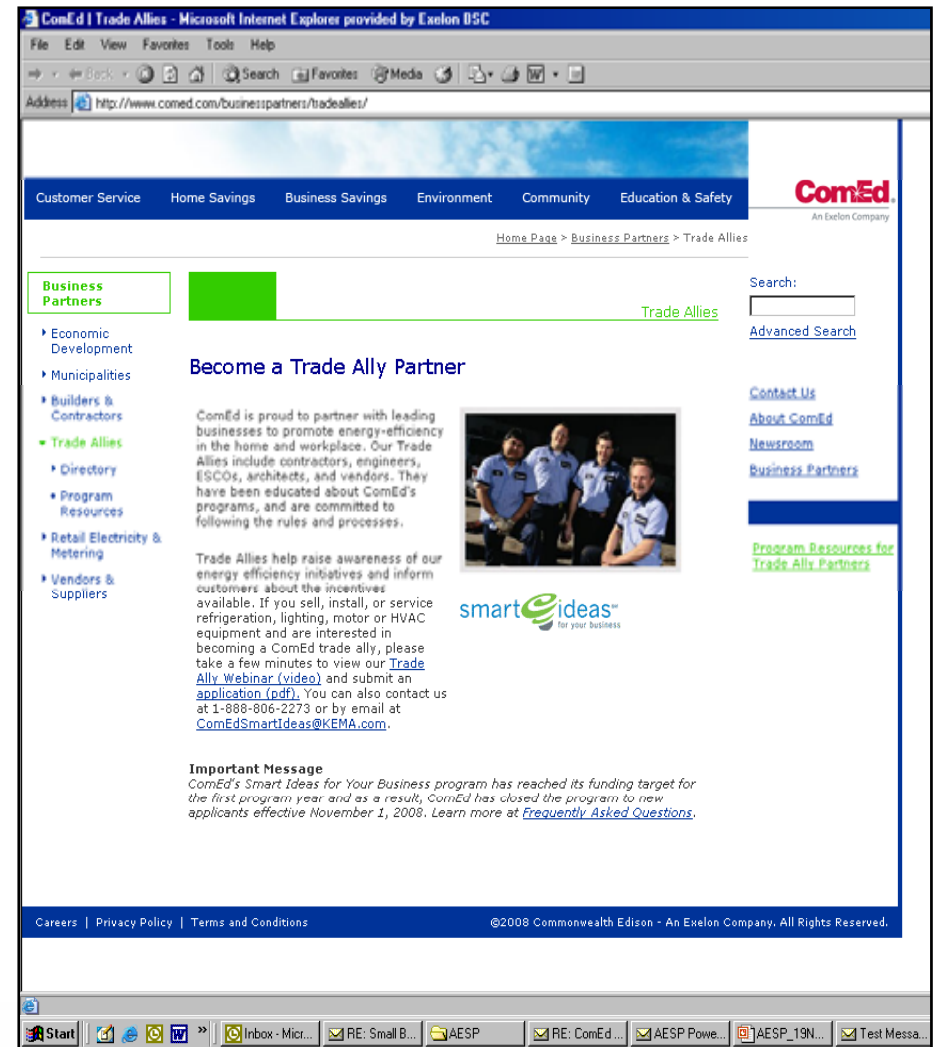
Ongoing Communication

- Trade Ally newsletter
 - Bi-monthly
 - Electronic
- Webinars
 - Live
 - Posted

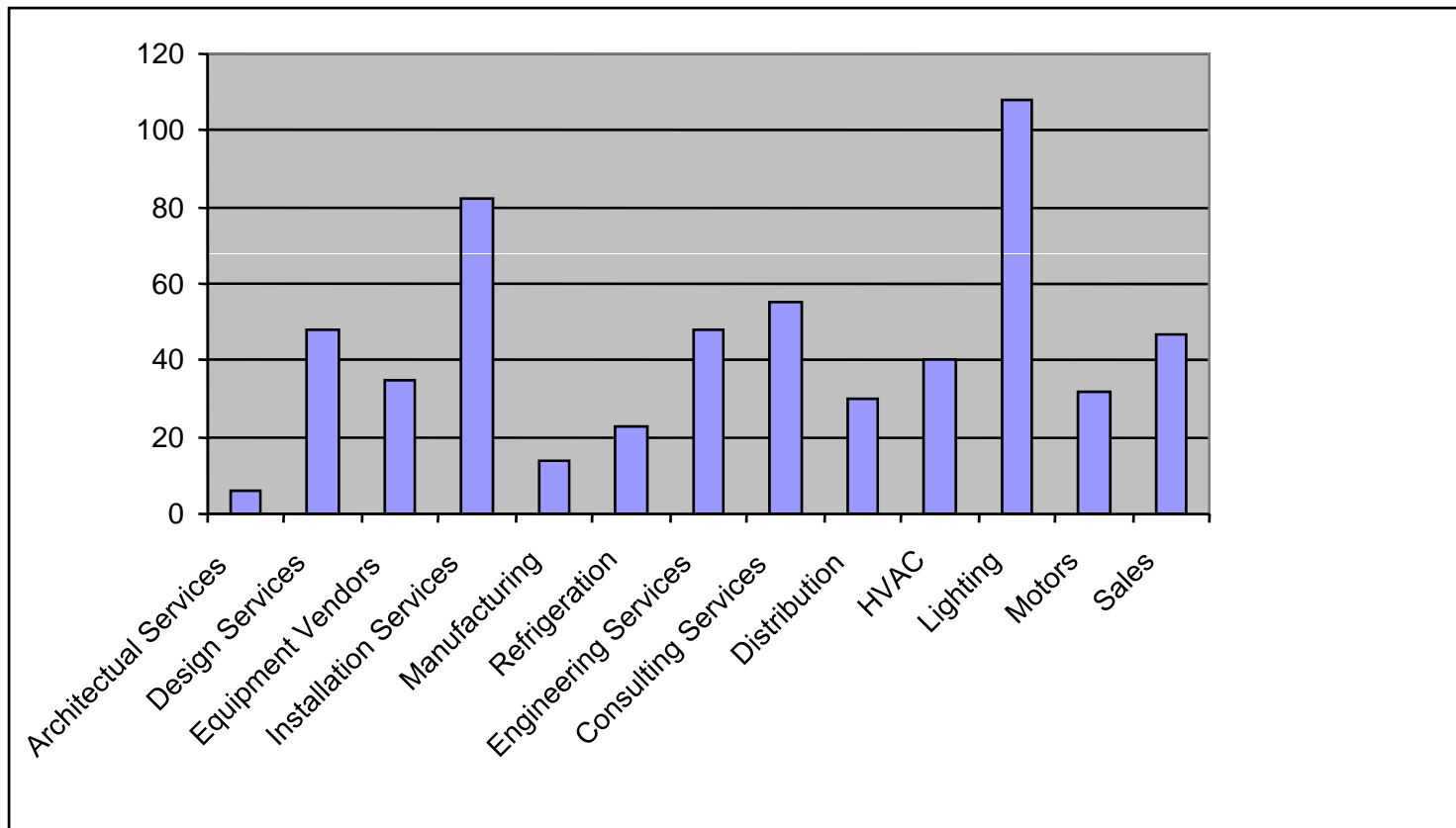


Ongoing Communication

- Trade Ally newsletter
 - Bi-monthly
 - Electronic
- Webinars
 - Live
 - Posted
- Dedicated webpage on www.comed.com
 - Applications
 - Messages



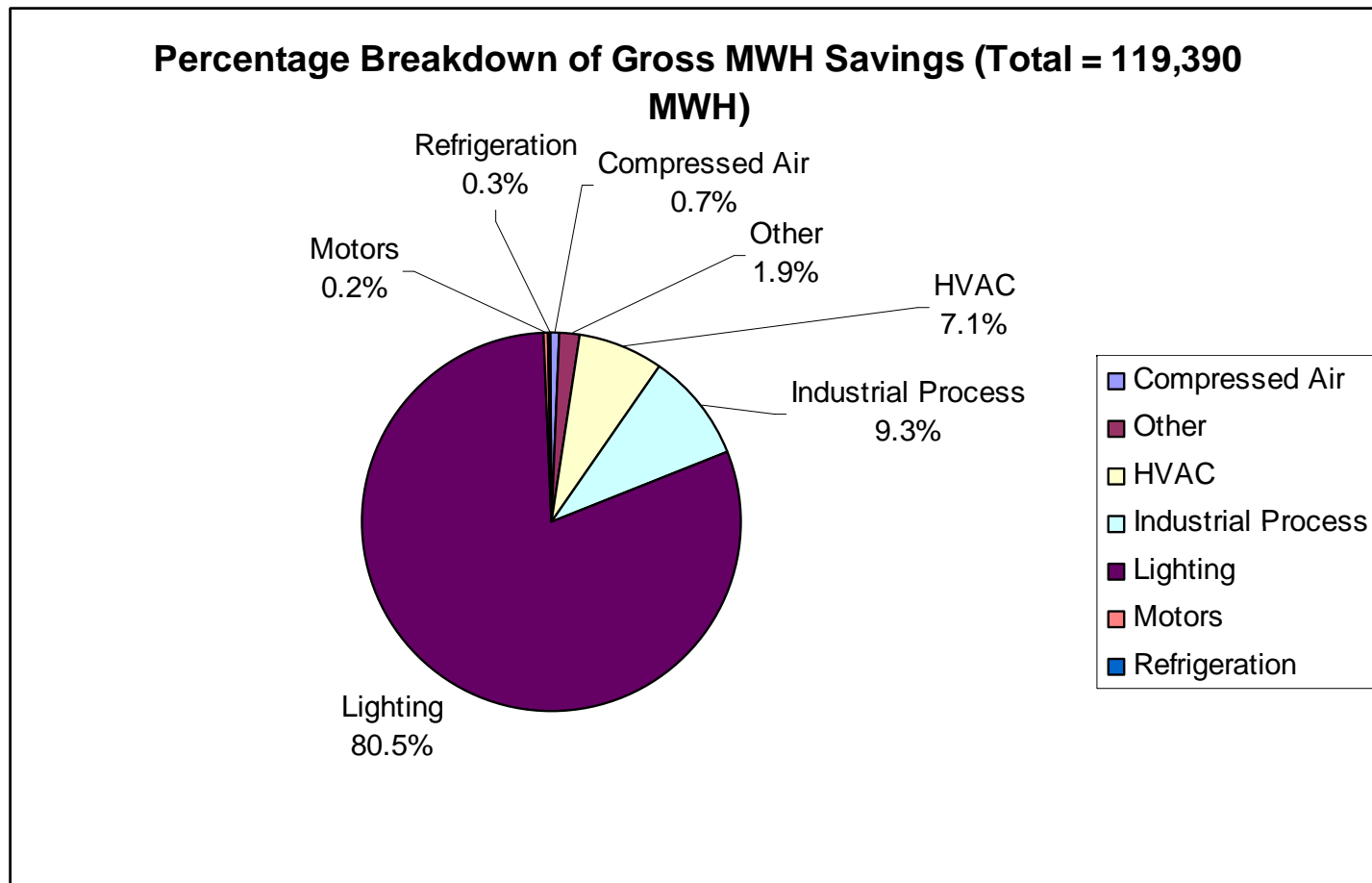
Approved Trade Allies and Their Indicated Specialties



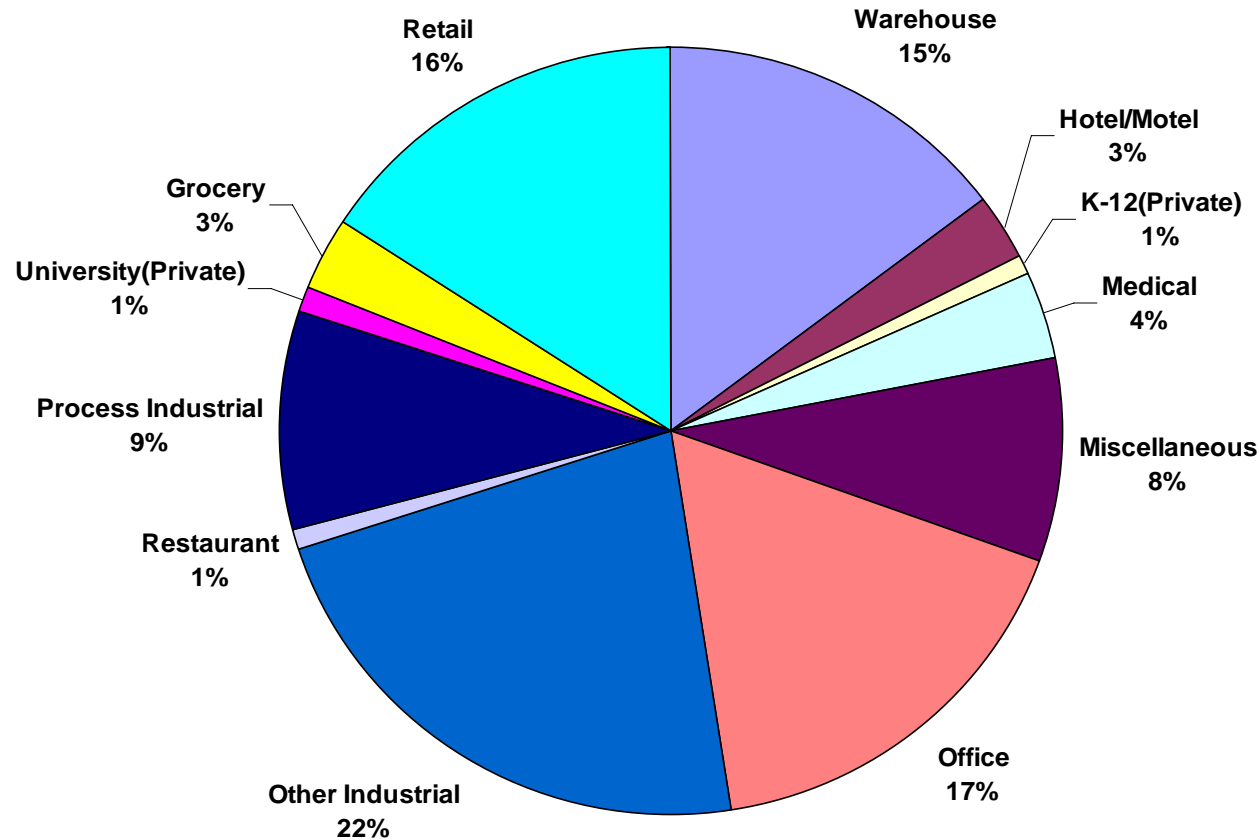
Results-High Demand

- Almost 800 applications
- 100% of funding reserved for projects in first 4 months of operation
- Established a wait list for later applicants
- Will begin the reservation process for waitlist customers in March of 2009
- Cut off the wait list to manage customer expectations

What Technologies are being implemented? (kWh of Active Applications)

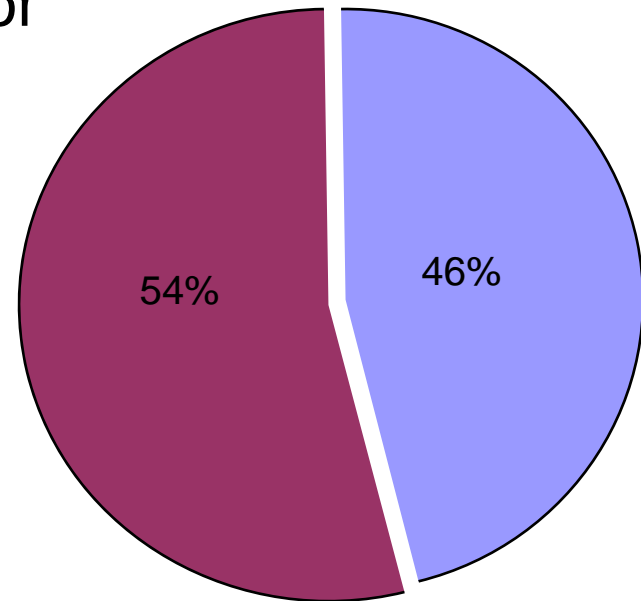


What type of customers have applied? (Total Applications by Customer Type)



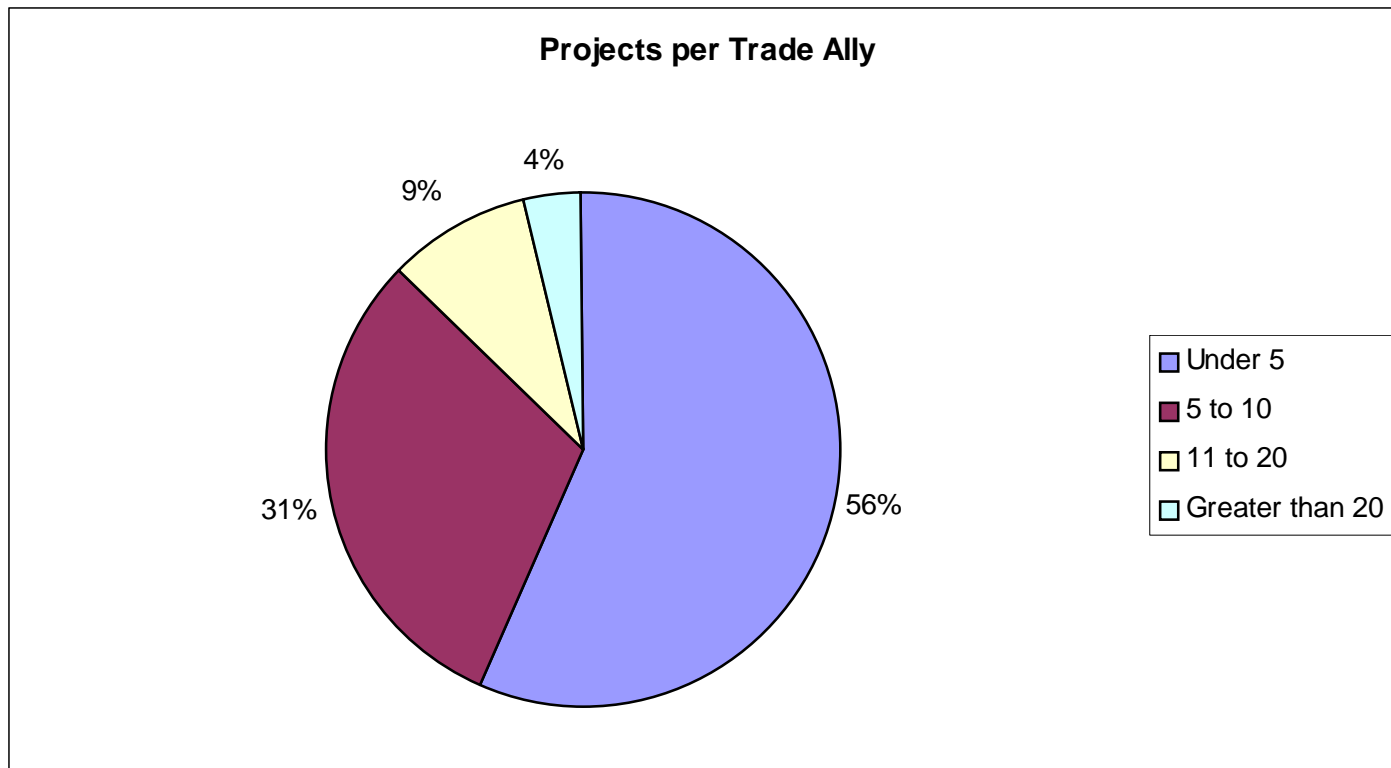
Trade Allies vs. Non-affiliated Contractors/Self-Install

- 54% of applications were submitted by trade allies
- 46% submitted by non-affiliated or self-install
- Trade allies submitted more projects individually



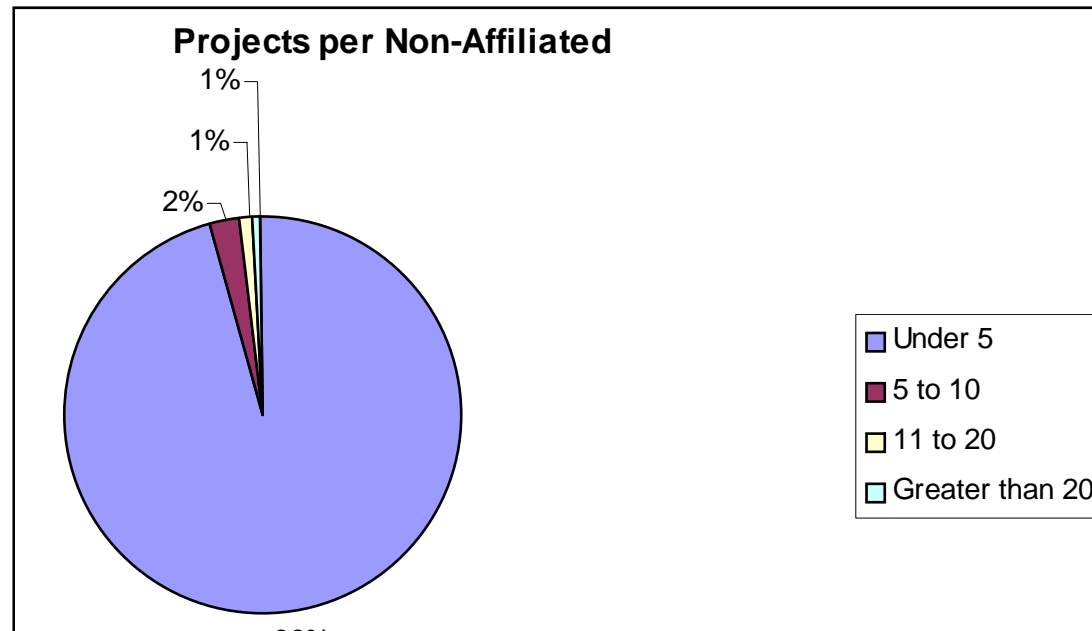
Number of Projects per Trade Ally

- Trade Allies submitted on average 6 projects each
- 44% submitted 5 or more projects



Projects per Non-Affiliated Contractor

- 96% of non-affiliated contractors submitted fewer than 5 projects
- One non-affiliated contractor submitted 22 projects



Going Forward

- Trade ally seminars to launch the 2009 program
- Webinars
 - Wait list procedures
 - Closing the program
- Assign staff to work with individual trade allies
 - Help struggling allies
 - Streamline communication
- Actively recruit contractors that have submitted three or more projects

Going Forward

- Create training series
- Recognition opportunities

Contact Information



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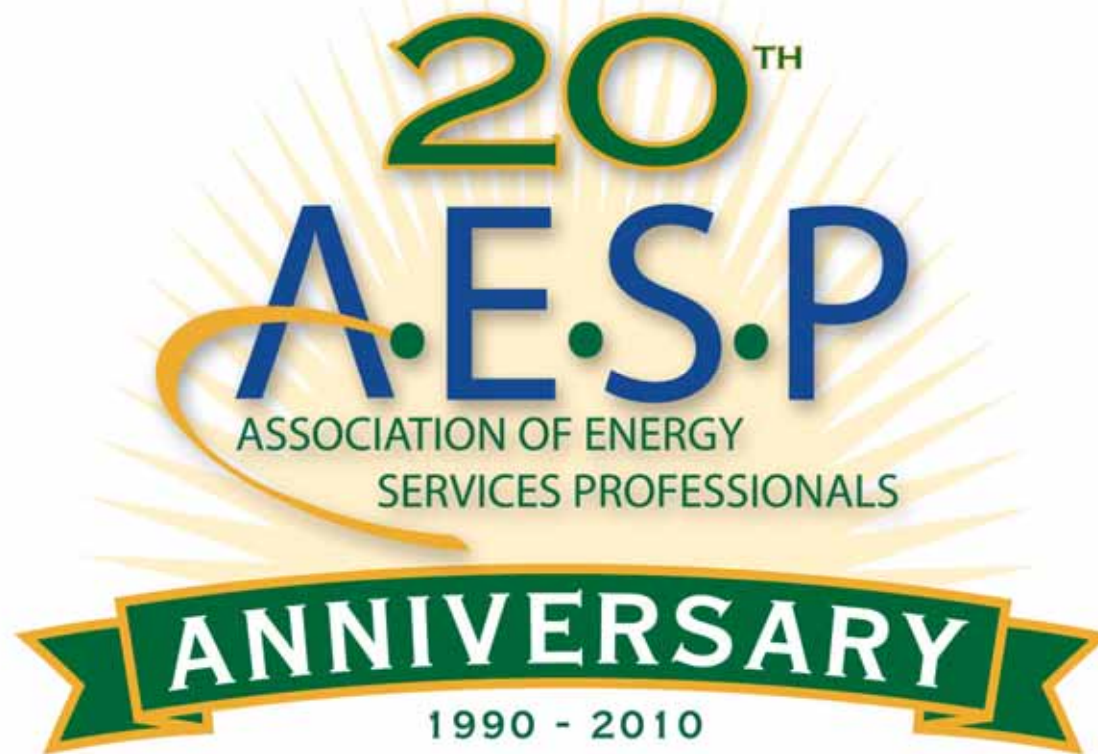


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